

Pavilion Organizer - TAIWAN

TAITRA TAIWAN TRADE CENTER -MS. REMI NAKAMURA

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In regards to that, we have been participating in FOODEX Japan as a platform to connect the two countries together.

Q: Please give us an overview of your organization.

TAITRA Tokyo office opened in 1972, two years after the establishment of the Taiwan office. Today, our branches are located in about 60 countries around the globe. We are a nonprofit organization that is funded by the Ministry of Economic Affairs in Taiwan. We promote Taiwanese companies that export products to Japan. Our job is to introduce leading companies of Taiwan to Japanese companies. In regards to that, we have been participating in FOODEX Japan as a platform to connect the two countries together.

**Q: What kind of promotional activities are you engaged in?**

We participate in tradeshows in France, China, and Japan, but FOODEX is the only show we attend in Japan. Every year, there are about 100 companies that exhibit in FOODEX and we have participated in almost every show over the past 40 years since the days when FOODEX was still held in Harumi. Besides participating in tradeshows, we organize business meetings at hotels in Osaka etc. Coming up soon is a mango seminar to promote Taiwanese mangos to

the world. Taiwanese mango costs around 500-600 yen, only half to a third the price of domestic mangos in Japan. We want more people in Japan to know about Taiwanese mangos. We also support Japanese importers by providing aids to create posters or recruit sales staff.



Q: What kind of comments do you receive from Taiwanese companies that participated in FOODEX? What were they able to achieve?

A century egg (pidan) company got an order of 12 containers from a chain store in Osaka. They placed an order at the tradeshow. Another company that handles carrot juice also got positive feedbacks from Japanese companies including chain stores.

Q: What are the difficulties of Taiwanese companies exporting to Japan?

Companies have to be very patient if they want to do business with Japan. They have to continue exhibiting and not give up after the first one or two years. Companies start to get noticed if they continue exhibiting. Whether it is the first time or not, the good part about exhibiting in Japanese tradeshow is that companies can get valuable feedback on the product, packaging, design, quality, and so on. They can take that back home and improve their products. Although there are difficulties with the Japanese market, foreign companies can be successful if they are able to overcome the different barriers.

Q: Do you provide any advice or suggestions to Taiwanese companies before they come to Japan?

As for Foodex, about half of the 100 companies are new, but others have exhibited in the past.

Some already have agents, while others don't. We have a meeting with the companies, but we don't particularly give them a lecture on the Japanese market.

Q: What are the main products of Taiwan that are exported to Japan?

We have mango, edamame, tea, fruits, vegetables, seafood, and many others. Taiwan produces a variety of foods because the climate is different depending on the region. The northern region is sub-tropical, the southern region is tropical, and there is a high mountain in the center.



Q: Any final comments?

We are going to bring Japanese buyers to Taiwan from June 24-27, 2015. They will be attending Food Taipei, Food Tech & Pharmatech TAIPEI, Taipei Pack, Taiwan Horeca, and Halal Taiwan. We have organized the tour and set up business meetings for the buyers.